



**DUBLIN**

CALIFORNIA

THE NEW  
AMERICAN  
BACKYARD

# **INSIDE DUBLIN**

**DEVELOPMENT NIGHT**

Community + Economic Development

October 8, 2015

# DEVELOPMENT SERVICES NIGHT

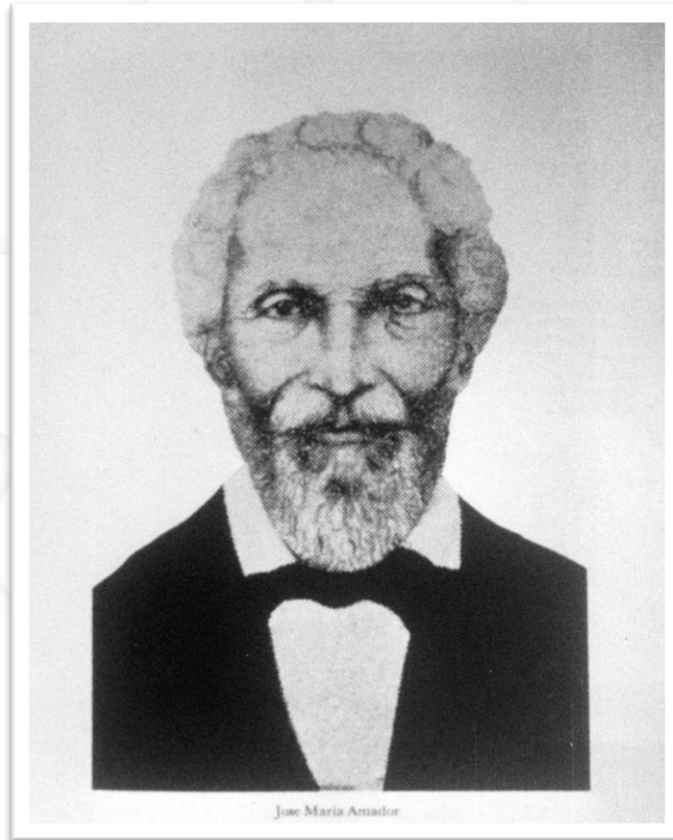
- **Community Development**
  - Planning Services
  - Code Enforcement
  - Housing Services
  - Building & Safety
- **Economic Development**
- **Public Works (“Infrastructure Night”)**

# SETTING THE TABLE FOR A MODERN DUBLIN



**Indigenous Era | Pre-1820s**

# SETTING THE TABLE FOR A MODERN DUBLIN



**Mexican Settlement | 1830s - 1849**



# SETTING THE TABLE FOR A MODERN DUBLIN



**Gold Rush & Pioneer Era | 1849 - 1878**

# SETTING THE TABLE FOR A MODERN DUBLIN



**Transcontinental Railroad | 1878-1896**

# SETTING THE TABLE FOR A MODERN DUBLIN



**Agriculture & Highways | 1896-1940s**



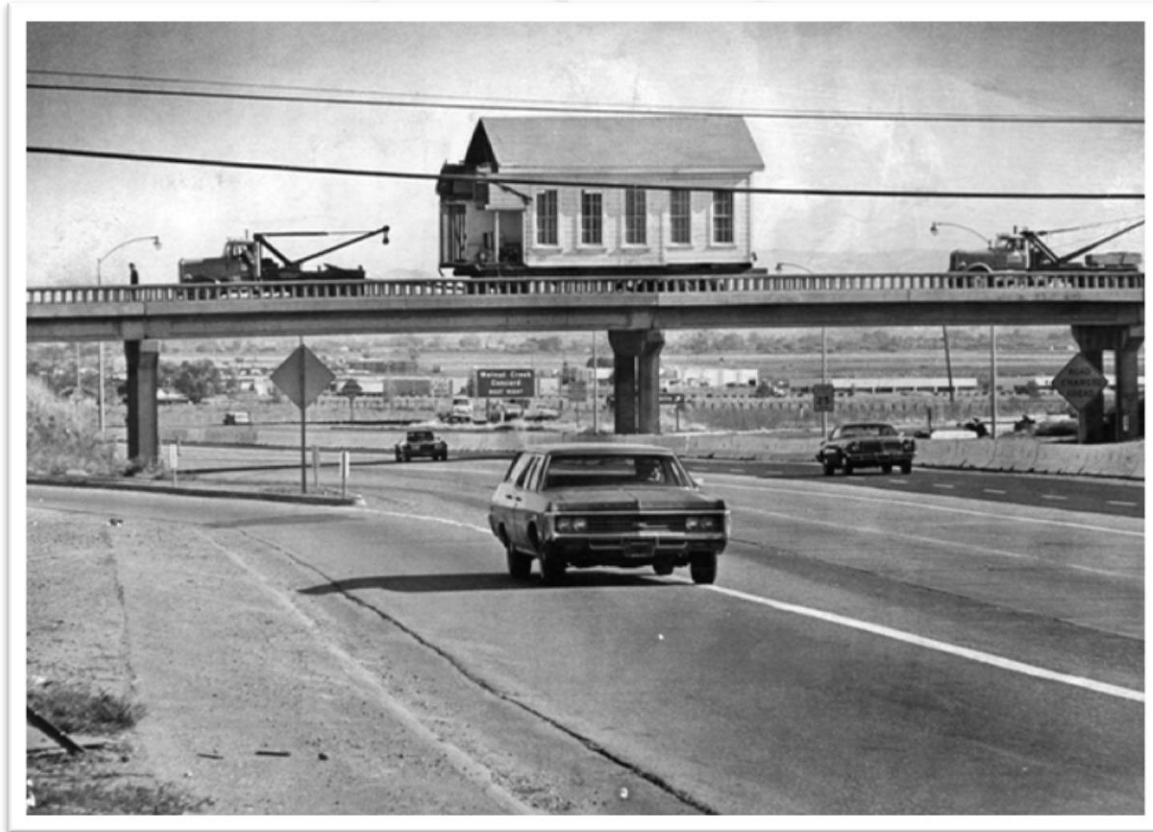
# SETTING THE TABLE FOR A MODERN DUBLIN



**Military Era | 1943-1950s**



# SETTING THE TABLE FOR A MODERN DUBLIN



**A New Suburb Prospers | 1963-1982**

# SETTING THE TABLE FOR A MODERN DUBLIN



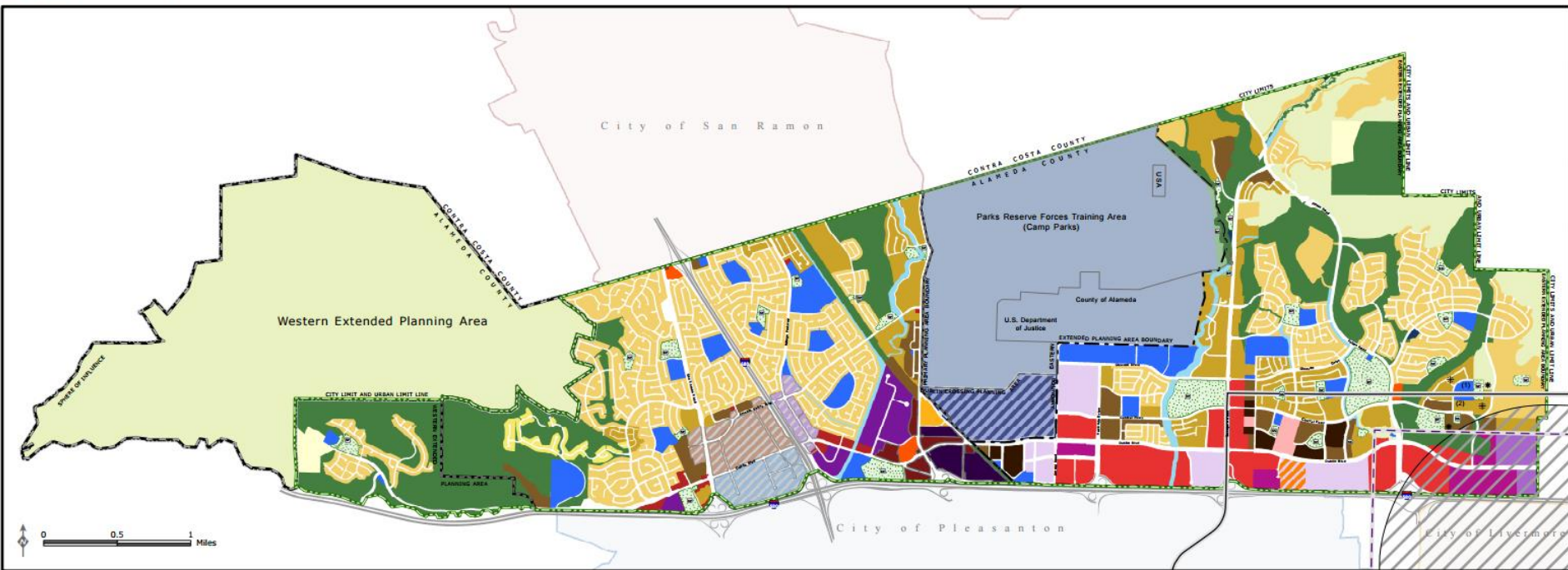
**A Balanced City Emerges | 1982...**





# DUBLIN GENERAL PLAN LAND USE

(Figure 1-1)  
September 16, 2014



## Public/Semi-Public/Open Space

- Regional Park
- Parks/ Public Recreation
- Open Space
- Stream Corridor
- Public Lands
- Public / Semi-Public
- Semi-Public
- Community Park
- Neighborhood Square
- Neighborhood Park
- Regional Park

## Commercial/Industrial

- General Commercial
- Retail/Office
- Retail/Office and Automotive
- Neighborhood Commercial
- General Commercial/Campus Office
- Campus Office
- Industrial Park
- Business Park/Industrial
- Business Park/Industrial and Outdoor Storage
- Mixed Use
- Mixed Use 2/Campus Office
- Medium/High-Density Residential and Retail Office

## Specific Plan Districts

- Downtown Dublin - Village Parkway District
- Downtown Dublin - Transit-Oriented District
- Downtown Dublin - Retail District
- Dublin Crossing
- Rural Residential/Agriculture (1 Unit per 100 Gross Residential Acres)
- Estate Residential (0.01 - 0.8 du/ac)
- Low-Density Single Family (0.5 - 3.8 du/ac)
- Single Family Residential (0.9 - 6.0 du/ac)
- Medium-Density Residential (6.1 - 14.0 du/ac)
- Medium/High-Density Residential (14.1 - 25.0 du/ac)
- High-Density Residential (25.1+ du/ac)

- Airport Influence Area (AIA)/Overlay Zoning District
- Airport Protection Area (APA)
- Airport Safety Zone 6
- Western Extended Planning Area Boundary
- Primary Planning Area Boundary
- Eastern Extended Planning Area Boundary
- Dublin Crossing Planning Area Boundary

- City of Dublin
- Sphere of Influence
- City of Livermore
- City of Pleasanton
- City of San Ramon

\* The location of Semi-Public sites on the Chen, and Croak properties of Fallon Village will be determined at the time of the Stage 2 Development Plan approval. The respective sizes of the sites will be 2.5 net acres, and 2.0 net acres on the Chen and Croak Properties.

\* 50% of the units within the Medium Density land use designation on the Croak and Jordan properties shall have private, flat yards.

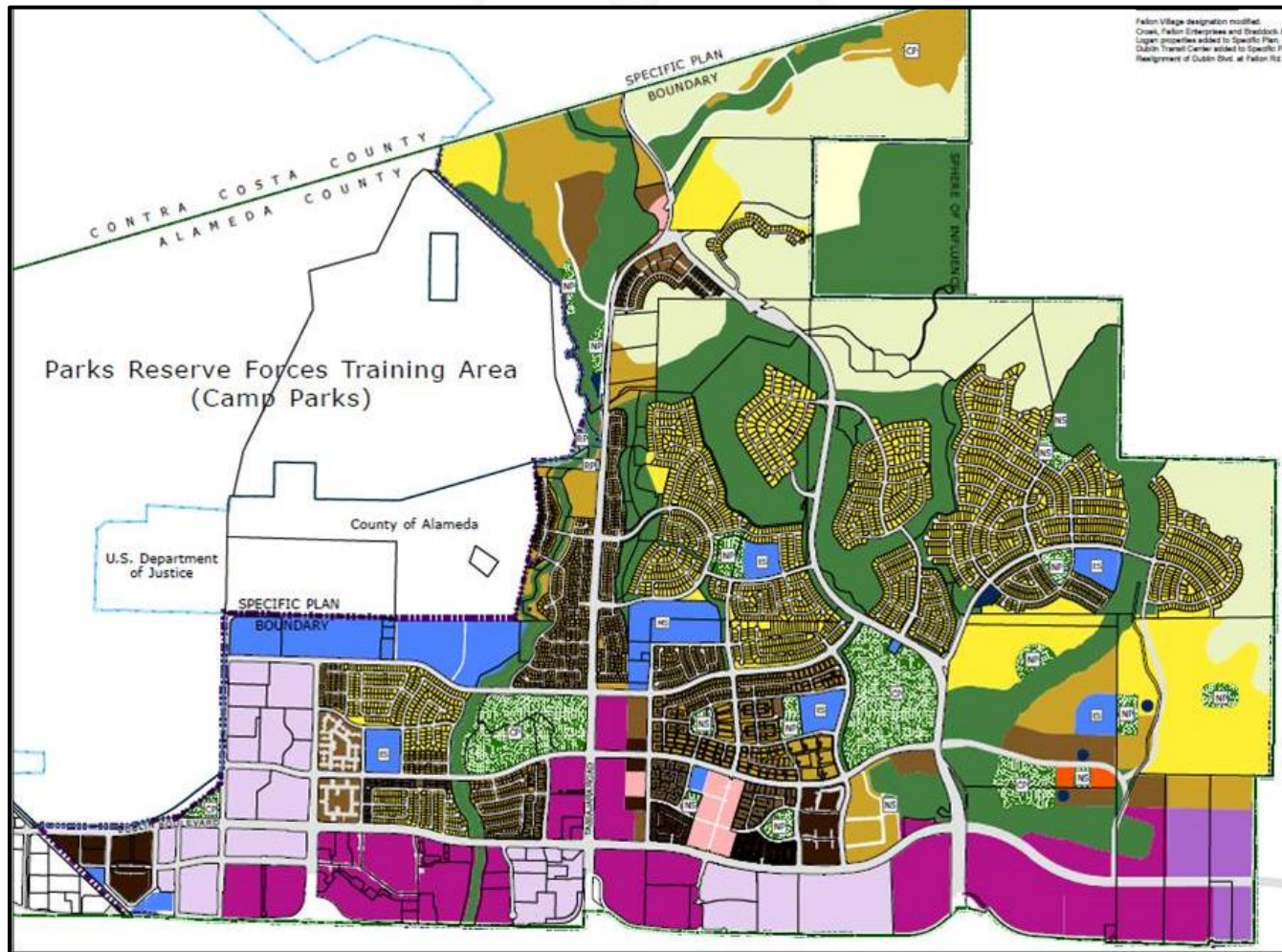
General Plan Land Use Map should be used in combination with the General Plan and applicable Specific Plans that contain policies and development standards for specific planning areas.

While the General Plan Land Use Map shows existing development and layout, only the land use designations for the land on which such development exists are part of the General Plan.

(1) Underlying Land Use = Medium Density Residential

(2) Underlying Land Use = Public / Semi-Public

# EASTERN DUBLIN SPECIFIC PLAN



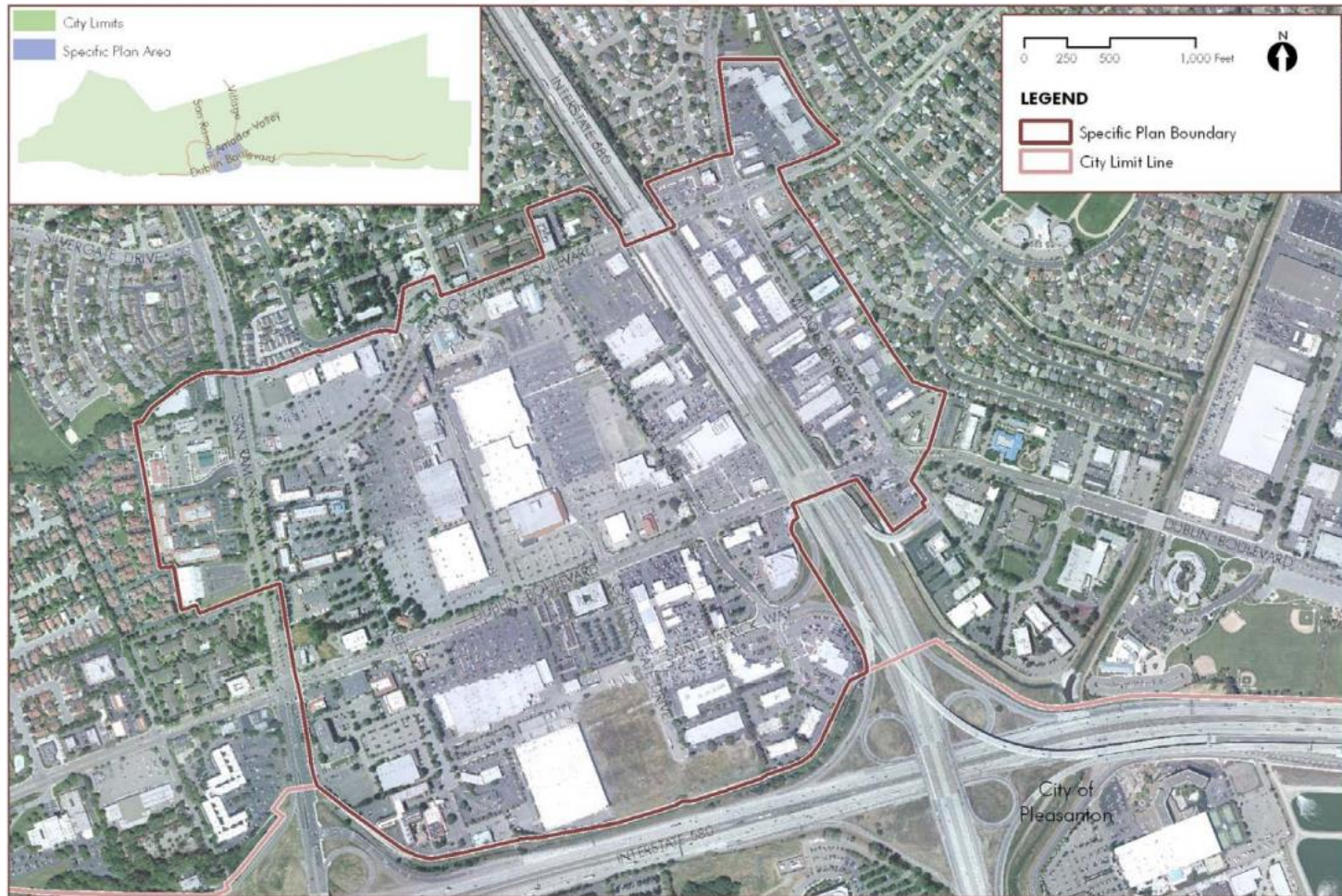


# DUBLIN CROSSING





# DOWNTOWN SPECIFIC PLAN



# LAST TEN YEARS OF DEVELOPMENT

- **About 6,500 residential units completed.**
  - Single-family homes and townhouses
  - Condominiums and apartments
- **Over 1,200,000 square feet of new commercial.**
  - Retail shopping centers
  - Office buildings
- **Building Permit valuation of over 2.5 billion dollars**



# COMMUNITY DEVELOPMENT: PLANNING SERVICES





# **COMMUNITY DEVELOPMENT: PLANNING SERVICES**

- **General Plan and Land Use Policy**
- **Site Development Review**
- **Plan Check and Zoning Administration**
- **California Environmental Quality Act**
- **Coordination with State and Regional Agencies**
- **Code Enforcement**

# **COMMUNITY DEVELOPMENT: THE ENTITLEMENT PROCESS**

- **Initial meetings with City Staff**
- **Develop scope of project**
- **Apply for approvals**
- **Work out issues**
- **Environmental Review may be necessary**
- **Prepare Staff Report/ Conditions**
- **Approval may require Public Review and/or Public Hearings**
- **Comply with approvals**
- **Obtain Building Permits**

# COMMUNITY DEVELOPMENT: THE ENTITLEMENT PROCESS

## — CITY COUNCIL

- Defines land use vision
- Approves all legislative changes to Planning documents
- Approves all policy documents
- Ultimate appeal body for Planning Commission decisions

## — PLANNING COMMISSION

- Recommendation for legislative actions
- Approval body for land use permits
- Appeals body for certain minor entitlements

# COMMUNITY DEVELOPMENT: CODE ENFORCEMENT



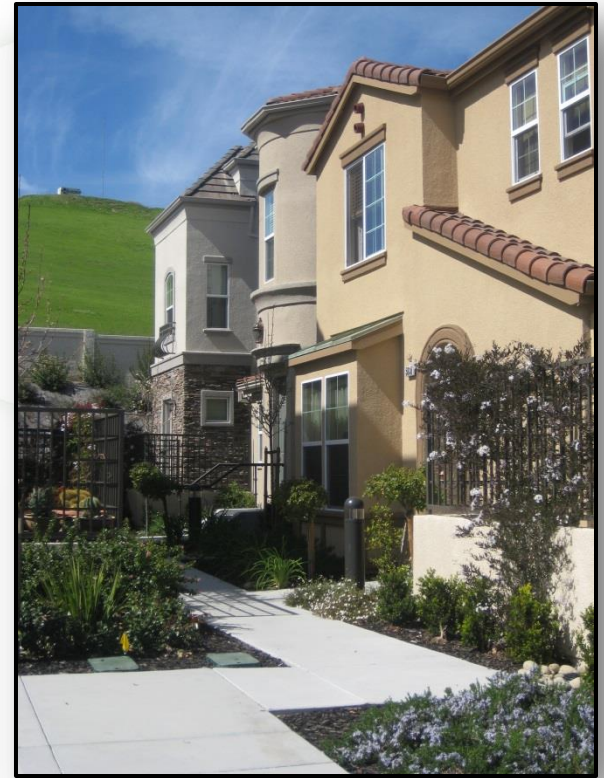


# COMMUNITY DEVELOPMENT: CODE ENFORCEMENT

- Development Standards
- Property Maintenance
- Sign Enforcement
- Home Occupations
- Inoperative Vehicles
- Graffiti Abatement
- Weed Control
- Illegal Construction
- Accessory Uses



# COMMUNITY DEVELOPMENT: HOUSING SERVICES



# **COMMUNITY DEVELOPMENT: HOUSING SERVICES**

- **Inclusionary Housing Program**
- **Affordable Housing Finance**
- **First-Time Homebuyer Loan Program**
- **Single-Family Rehabilitation**
- **Key Housing Principles:**
  - A range of housing choices for all Dubliners.
  - Meet the needs of our local workforce.
  - High-quality management and careful resident selection.



# COMMUNITY DEVELOPMENT: BUILDING & SAFETY





# **COMMUNITY DEVELOPMENT: BUILDING & SAFETY**

- **Plan Check and Permitting**
- **Inspection Services**
- **Code Compliance and Enforcement**
- **Green Building Standards**
- **Accessibility**
- **FEMA Flood Mapping**
- **Wild Land Interface**

# ECONOMIC DEVELOPMENT



- **Better described than defined**
- **Facilitator/ombudsman to business community**
  - Create jobs, increase revenue and improve quality of life
- **Competitive**
- **Collaborative**
- **Two main players**
  - Business
  - Government

# ECONOMIC DEVELOPMENT

- **Top Dublin Businesses**

- **By Employees**

- Alameda County
    - Ross Stores Headquarters
    - MicroDental Laboratories
    - United States Government
    - Safeway
    - Carl Zeiss Meditec

- **By Generated Sales Tax**

- Auto dealers
    - Graybar Electric
    - Target
    - Lowes
    - Epicor Software



# ECONOMIC DEVELOPMENT

## Strengths

- Location (intersection of I-580 and I-680)
- Available, undeveloped land
- Strong economic base
- Accessibility (BART, freeways, airports)
- Existing development policies (Eastern Dublin Specific Plan, Downtown Specific Plan, etc.)
- Reputation

## Challenges

- Cost of land
- Lack of infrastructure in eastern Dublin
- Development Impact Fees (Sewer, Water, Streets, Parks, Schools, etc.) in entire Tri-Valley area
- Competition from Tri-Valley cities and beyond
- Lack of a traditional downtown experience

# **ECONOMIC DEVELOPMENT: STRATEGY 1**

- **Continue Efforts to Enhance the Competitiveness of the City and Maintain a Strong and Diverse Economic Base**
  - **Action 1: Codify Existing Economic Development Practices**
  - **Action 2: Create a Comprehensive Marketing and Branding Plan for the City**
  - **Action 3: Focus Business Visitation Program on High-Growth Companies**
  - **Action 4: Advance Participation in Regional Efforts**



# DUBLIN

CALIFORNIA

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BACKYARD**





City of Dublin, CA

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**Splatter 2015**

by City of Dublin, CA  
1 week ago • 19 views

Check out our 30-second spot highlighting Splatter festival on Saturday, September 19, 2015. The event will be held at Emerald Glen Park in Dublin. Learn more at [DublinSplatter.com](#)
- City of Dublin, CA uploaded and posted 2 months ago

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**Dublin, California--The New American Backyard**

by City of Dublin, CA  
2 months ago • 26 views

This video shows highlights of Dublin, California. Our community is dynamic and diverse, and residents enjoy a high quality of life. Please learn more at [www.dublin.ca.gov](#)
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**Dublin, CA Mandarin June 2015**

by City of Dublin, CA  
2 months ago • 462 views

This video presents highlights of Dublin, California.

APP PREVIEW

DUBLIN, CA  
  
DUBLIN  
California



## NEW RESIDENT GUIDE

There's something for everyone in this Tri-Valley city with a big heart and a high quality of life. Dublin values its roots, while embracing its future.

Gracing 14 square miles, Dublin is a mixture of rolling hills and scenic flatlands, with extraordinary vistas of Mt. Diablo, Donlon Point, and Dublin Hills Open Space. As you settle in, take a moment to look through this guide, learn about some of the many services and programs provided in Dublin, and explore the amenities that contribute to the City's healthy, safe, and productive lifestyle.

Learn more about Life in Dublin by visiting [www.dublin.ca.gov/newresident](http://www.dublin.ca.gov/newresident)

### A Dozen Things to Do in Your First Year

- ☐ Check out the [City website](#)
  - Sign up to receive [City Notifications](#)
  - Subscribe to [Code Red](#) to receive City emergency alerts
- ☐ Celebrate at the [St. Patrick's Day Celebration](#)
- ☐ Shop for produce at the [Farmers' Market](#)
- ☐ Meet your neighbors and promote safety by joining or starting a [Neighborhood Watch](#) group
- ☐ Create an [Emergency Plan](#) for your home or neighborhood
  - Register for a local [CERT](#) or [PEP](#) class
- ☐ Attend a [City Council Meeting](#)
- ☐ Participate in [Citizens' Academy](#)
- ☐ Visit [City Hall](#) and the [Dublin Public Library](#)
- ☐ [Volunteer](#) in the community:
  - [Senior Center](#)
  - [Dublin Pride Week](#)
  - [Creek Clean Up](#)
  - [Disaster Service Worker Program](#)
  - [Dublin Heritage Park & Museums](#)
- ☐ Explore [Neighborhood Parks](#)
- ☐ Register for [Inside Dublin](#)
- ☐ Support a City-sponsored [Holiday Fundraiser](#)

### SUPPORT DUBLIN AND SHOP LOCAL!

Did you know that 1% of all taxable purchases in Dublin go to the General Fund, which supports City services like public safety, street maintenance, and programs for kids?



Like us on [Facebook!](#)

### FURRY FRIENDS ARE WELCOME HERE

Dublin is home to [large](#) and [small](#) dog parks, pet specialty stores, restaurants, and even a hotel that caters to animals.

Looking for your new best friend? Stop by the [Tri-Valley Animal Shelter](#) or [East Bay SPCA](#), both of which can be found within Dublin's borders.



## THE GUIDE TO DINING IN OUR NEW AMERICAN BACKYARD

FALL 2015





# ANNUAL REPORT

FISCAL YEAR 2014-2015

## CITY REPORT 2015 EDITION

### CITY OF DUBLIN MISSION

The City of Dublin promotes and supports a high quality of life which ensures a safe and secure environment that fosters new opportunities.

### IN THIS ISSUE

- Dublin's New Brand
- St. Patrick's Day Celebration
- Live Healthy Dublin: "Activ-8"
- Dublin Farmers' Market
- Dublin Pride Week
- Volunteer Recognition
- Dublin Police Services Changes
- What's Dublin Doing about the Drought?
- New Maintenance Yard Facility
- Shop Local Year-Round
- Persimmon Place
- Green Shamrock Businesses
- Business Roundup
- Great Neighborhoods, Great Community
- Emerald Vista
- Five Dollars at Work in Dublin
- New Bike and Pedestrian Plan
- 2014 Awards and Recognition
- City Partners with Dublin Schools
- Calendar of Events
- "Splatter" 2015
- Park Development Update
- Dublin Public Art
- Communications Survey

### DUBLIN: "THE NEW AMERICAN BACKYARD"

Last year, the Dublin City Council identified a need to develop a comprehensive marketing and branding plan for the community of Dublin. More than a slogan or a logo, a "brand" focuses on sending out a cohesive message and consistent feel that expresses the unique identity of Dublin, both to members of the Dublin community and to people located outside of the City's borders.

As part of the process, members of the community were appointed to serve on a creative team, and efforts were made to survey residents, as well as visitors, about the unique attributes of Dublin. These efforts were guided by branding consultant North Star Destination Strategies. The new brand—"The Bay Area's New American Backyard"—was recently selected by the City Council to reflect Dublin's unpretentiously ambitious, casually sophisticated style. The brand explores several Dublin qualities including a diverse, thriving population; close proximity to major urban centers; and a robust network of recreational opportunities and community parks.

In the coming months, the "New American Backyard" brand will be used to create interest in Dublin as a destination for visitors, families, businesses, and events. Residents can expect the initial phase of implementation to incorporate the brand into an updated City website and future City publications.

### GET YOUR GREEN ON FOR DUBLIN'S 32ND ANNUAL ST. PATRICK'S DAY CELEBRATION!

Where else but Dublin would you want to celebrate St. Patrick's Day? Join the community on Saturday and Sunday, March 14 and 15, from 10:00 AM to 5:00 PM, at Dublin Civic Center for the St. Patrick's Day Festival. The event features three stages of Irish entertainment, plenty of Irish-themed food and beverage, over 250 craft and commercial vendors, an Irish Marketplace, carnival rides, and an authentic Irish Tea Cottage serving freshly brewed tea with scones and shortbread. Admission and parking are free. Don't miss the Dublin Sister City Association's Green and White Gala, the Alameda County Firefighters' Pancake Breakfast, the Dublin Lions Club Parade, and the Shamrock 5K Fun Run. Information is available at [www.dublinstpatricks.com](http://www.dublinstpatricks.com), or by calling (925) 556-4500.



## IT'S RIGHT IN OUR BACKYARD



### Business Spotlight



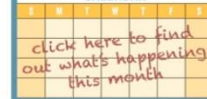
Limited opportunities are now available to market your business at "Splatter," an unconventional celebration of the outstanding wine, diverse cuisine, and unique creative culture of the Tri-Valley region.

Now in its fourth year, "Splatter" will take place on Saturday, September 19, 2015, from noon to 8:00 PM in the beautiful outdoor setting of Emerald Glen Park in Dublin. This signature event includes live musical entertainment, an Art and Culinary Marketplace, a Tasting Pavilion, Mobile Food Trucks, games, and much more.

Event marketing at "Splatter" provides an opportunity for your business to actively engage with the event audience of 15,000+ people, and provides an excellent opportunity to connect your brand to potential customers.

For information about on-site event marketing opportunities, visit [splatter.com](http://splatter.com) or call (925) 556-4500.

### CALENDAR



### In This Issue

- "Splatter" Sponsorship
- Call for Innovation Award Nominations
- California Competes Tax Credit
- Manufacturing Day
- LabSTAR Voucher Pilot Program
- Scoop Commute Program
- Business Seminars Update







## OPPORTUNITIES ARE GROWING IN OUR BACKYARD

**BE PART OF DUBLIN'S NEW AMERICAN BACKYARD**  
Come discover the many opportunities that await you in our thriving community. With a central San Francisco Bay Area location, Dublin is an ideal place for investment. Dublin has quality development sites available for retail, office, mixed-use, residential, hotel and hospitality projects. With strong demographics, our community has a robust mix of business, and we are well-connected to the broader region by two BART stations. Find out what businesses and residents already know — Dublin is a city of opportunity.

TO LEARN MORE ABOUT WHAT DUBLIN HAS TO OFFER, PLEASE VISIT [WWW.DUBLIN.CA.GOV](http://WWW.DUBLIN.CA.GOV)



**DUBLIN**  
CALIFORNIA



## HAVE FUN IN OUR BACKYARD WHILE YOU'RE AWAY FROM YOURS

**YOU'RE ALWAYS WELCOME IN OUR NEW AMERICAN BACKYARD**  
Explore our outstanding family-friendly amenities, including our gorgeous parks and hiking trails, quality shopping, wonderful international cuisine, an IMAX theater, Dublin Ranch Robert Trent Jones, Jr. golf course, bowling, laser tag, ice skating, and a trampoline park. Also join us for our signature festivals — the St. Patrick's Day Festival, and splatler...not your ordinary food, wine & art festival. There's truly something for everyone in Dublin.

TO LEARN MORE ABOUT WHAT DUBLIN HAS TO OFFER, PLEASE VISIT [WWW.DUBLIN.CA.GOV](http://WWW.DUBLIN.CA.GOV)



**DUBLIN**  
CALIFORNIA

## CONGRATULATIONS TO THE 2015 ALL-AMERICA CITY AWARD FINALISTS




**DUBLIN**  
CALIFORNIA  
THE NEW  
AMERICAN  
BACKYARD

WE COMMEND YOUR COMMITMENT  
TO CIVIC ENGAGEMENT AND COLLABORATION

# **ECONOMIC DEVELOPMENT: STRATEGY 2**

- **Improve conditions for small businesses**
  - **Action 1: Enhance current Development Services practices**



# **CITY'S ACTIONS TO STIMULATE ECONOMIC INVESTMENT**

- **Economic Incentive Program**
  - Sales Tax Reimbursement
  - Offsetting physical improvement costs of project with rebate of new sales tax revenue
    - City offering up to 50% of new sales tax revenue (over \$10 million for five years; over \$50 million for 10 years)
- **Traffic Impact Fee Deferral Program**
  - Payment due just prior to occupancy rather than at building permit
- **Fee Financing through SCIP Program**
- **Sewer Capacity Assistance Program**
- **Small Business Assistance**



# 2015 BUSINESS OPENINGS



# PERSIMMON PLACE



# **ECONOMIC DEVELOPMENT: STRATEGY 3**

- **Position Development Sites to Meet Current and Future Market Demand and Provide Necessary Marketing Support**
  - **Action 1: Partner with the Alameda County Surplus Property Authority on the Eastern Dublin Transit Center**
    - **Site D-2: 12.1 acres (Office)**
    - **Site E-2: 7.7 acres (Office)**
    - **Site 15A: 11.3 acres (Office)**



# FUTURE DEVELOPMENT SITES: EASTERN DUBLIN TRANSIT CENTER



# TRI-VALLEY CONCEPT CAMPUS

We are pleased to introduce a unique opportunity in the East Bay!



## Property Highlights

- 11.3 acres of land
- 400k sf of developable office space
- Ideal for a campus
- Walking distance to BART

[Check out the Website >](#)

### For More Information Contact:

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JIM.PETERSON@AM.JLL.COM  
LICENSE #: 00886390

TRENT BARMBY  
SENIOR VICE PRESIDENT  
TEL + 1 925 944 2151  
TRENT.BARMBY@AM.JLL.COM  
LICENSE #: 01837549





# **ECONOMIC DEVELOPMENT: STRATEGY 3**

- **Position Development Sites to Meet Current and Future Market Demand and Provide Necessary Marketing Support**
  - **Action 2: Support Downtown Specific Plan Area Property Owners' Business Attraction and Development Efforts**



# **ECONOMIC DEVELOPMENT: STRATEGY 4**

- **Expedite Development Progress Downtown and Optimize Conditions for Entertainment Uses**
  - **Action 1: Explore Potential Funding Sources and Financing Tools to Advance Real Estate and Economic Development**

# **DOWNTOWN DUBLIN: UPDATE**

- **Keys to Downtown Revitalization**
- **Major Vacancies Filled**
- **Tenant Changes/Expansions**
- **Façade/Exterior Remodels**
- **New Construction**
- **Anticipated Projects- Wifi, wayfinding, activities**
- **Public Investment**

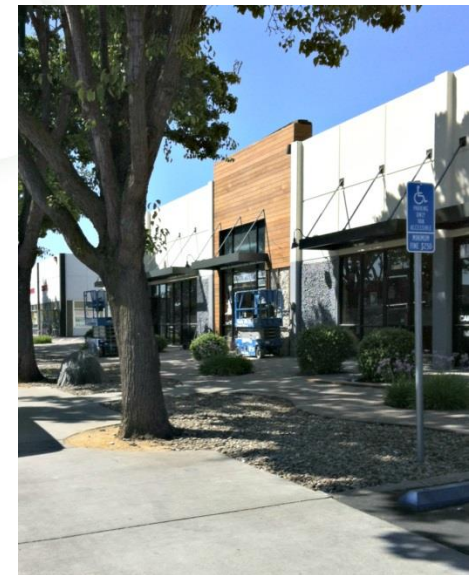
# DOWNTOWN DUBLIN: PUBLIC INVESTMENT

- **Infrastructure**
  - West Dublin BART Station
  - Streetscape Project
  - Extension of St. Patrick Way
  - Rapid Bus Service
- **Aesthetics**
  - Public Art Program
  - Gateway Markers
  - Directional Signage





# DOWNTOWN DUBLIN: UPDATE



# UPCOMING CONSTRUCTION: BAY WEST PROJECT



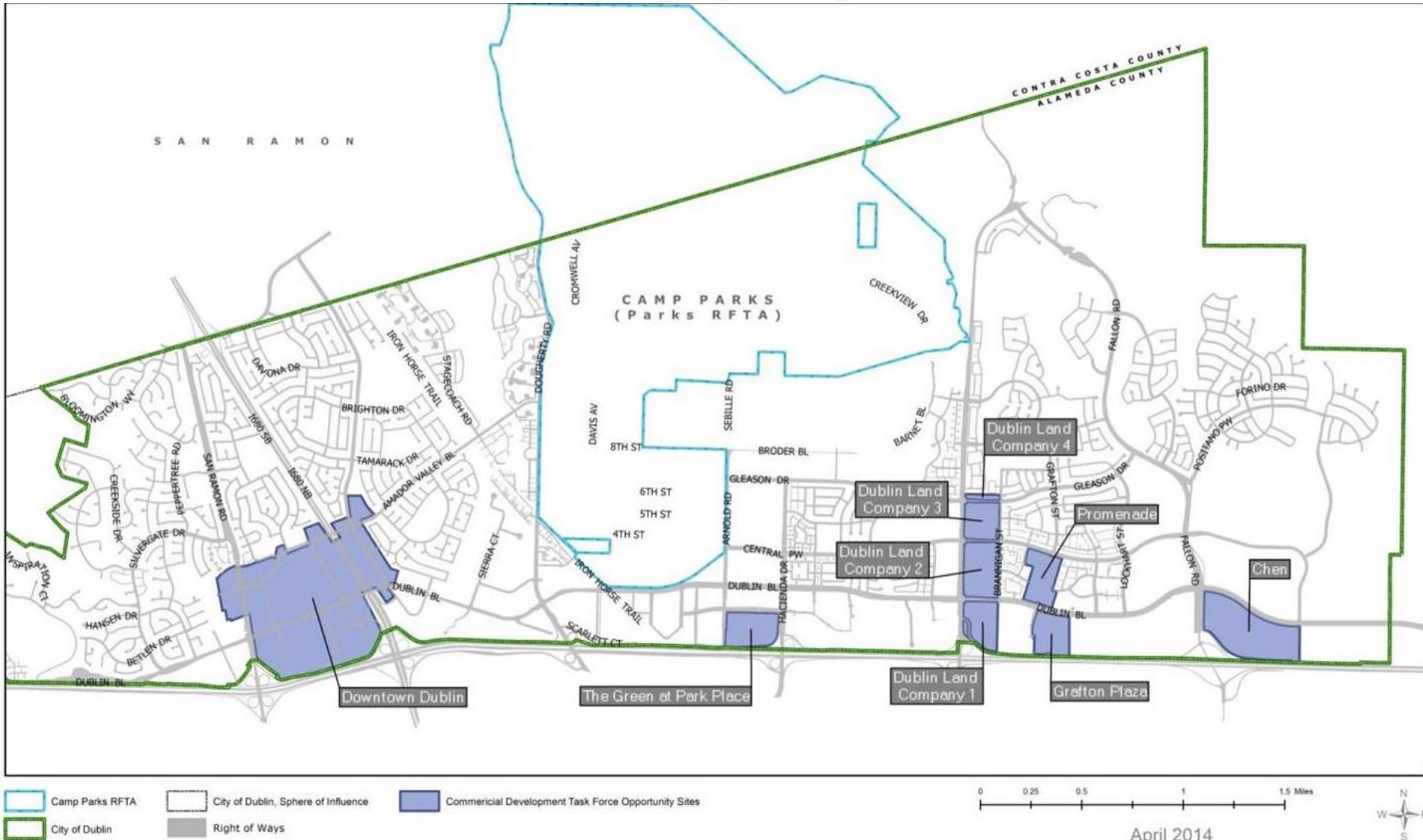


# **FUTURE DOWNTOWN OPPORTUNITIES: DUBLIN TRANSIT VILLAGE (PROLOGIS SITE)**





# UPCOMING COMMERCIAL PROJECTS: OPPORTUNITY SITES



# EAST COUNTY HALL OF JUSTICE



# FUTURE PROJECTS

- **Kaiser Permanente (Master Plan for Medical Office/Hospital)**
- **Croak Properties**
- **DiManto Commercial (Tassajara and (I-580))**



# QUESTIONS?



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